

# ORANGE COUNTY

## At The Cutting Edge of Tomorrow

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The Blue Book



**Orange County... At The**

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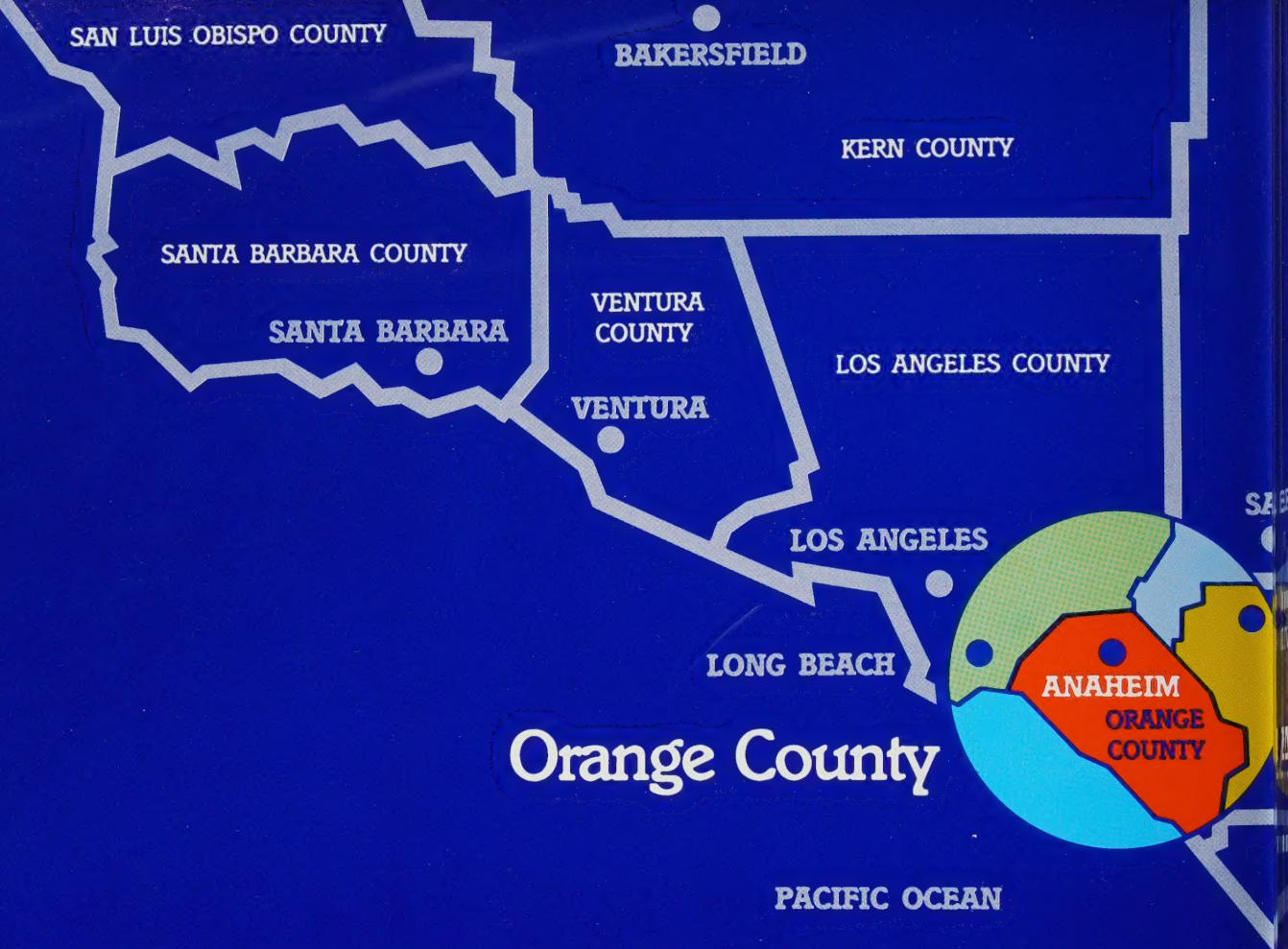


# Cutting Edge of Tomorrow

**A STATISTICAL ABSTRACT OF ORANGE COUNTY, CALIFORNIA**

**A MARKET RANKED 15TH IN POPULATION AND  
10TH IN BUYING POWER AMONG MSA'S.**





Take a close look at Orange County, California. Bustling, working, playing, growing. Take a closer look at Orange County residents and you'll see tomorrow in their eyes. In their dreams.

Orange County is tomorrow and it's happening now. It's floppy disks and silicon chips, nuclear medicine and aerospace, agriculture and construction. It's anything and everything the mind can conceive; happening here and now.

Orange County cuts a wide, wide circle, not as a defined city or a mere suburb, rather as its own place: a unique metroplex. Santa Ana, as the County Seat. Irvine and Mission Viejo as

model residential communities where good planning has the support of 50,000 active families.

All the world knows Disneyland is part of Anaheim. A major convention center and 7,000 hotel rooms are also a part of Anaheim's business dimension. A coastline of 40 miles links Laguna arts with Newport Beach yachts and Huntington Beach industry. Orange County's John Wayne airport is fourth in California and seventh in the nation in the number of total take-offs and landings.

Orange County – the sum that's greater than its parts!

Orange County – overflowing with the energy that shows the

rest of America just how bright tomorrow can be.

You can feel the energy as Orange County builds its Music Center, its new towns, its industry. Feel it when Orange Countians get together for work or play. They're sure of the future and certain that the phrase "the great American dream" applies to them. Why shouldn't they be? Look at the prosperity Orange County has achieved.

If you thought of the county as a country, it would be the world's 46th most prosperous. The county's over 2 million residents are younger, wealthier, and more free-spending than their counterparts anywhere in the country.





SAN BERNARDINO COUNTY

ERNARDINO

VERSIDE

RIVERSIDE COUNTY

## At The Cutting Edge of Tomorrow

SAN DIEGO COUNTY

SAN DIEGO

Orange County ranks 10th in the country in buying power and median household spendable income is nearly 40% greater than the national average. It has over \$12.4 billion in retail store sales. Orange County residents use their disposable income to improve the quality of their lives. They took over 5 billion trips, spent over \$1.8 billion on their automobiles and deposited over \$16.8 billion in the 773 banks and savings and loans that serve the county.

In the last decade, Orange County's population growth was unmatched in California. Over 510,000 new residents called Orange County home and the

average price of that home is over \$138,000 with many tract homes selling at well over a quarter million dollars.

A quick summary of the Orange County media reveals 62 radio stations - AM and FM; TV - 17 VHF and UHF, 9 subscription and 15 cable; 5 county centered magazines; over 5000 billboards; and 6 daily and 34 weekly newspapers.

No one medium reaches all of Orange County, but one out-reaches all the others - The Orange County Register.

The Register alone ranks in the top six newspapers nationally in classified, retail and total advertising lineage. Daily Orange

County circulation of The Register is almost 70% greater than the number two paper. Readership totals over 570,000 daily and 602,000 on Sunday. In fact, with a five issue buy, your product will be exposed to over 1 million readers.

Orange County sets the tone for America. It is vibrant, dynamic, self-sufficient market - a market on the cutting edge of tomorrow. And you can make it your market with The Orange County Register.

"Bringing the Best to You."



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# POPULATION & ECONOMY





# ORANGE COUNTY

Population (1982)

2,089,600

Households

770,100

## **ECONOMICS:**

Total Buying Power

\$25,624,366,000

Total Retail Sales

\$12,403,895,000

Food Store Sales

\$2,802,176,000

Restaurant Sales

\$1,357,780,000

General Merchandise Store Sales

\$1,674,836,000

Department Store Sales

\$1,579,254,000

Furniture/Furnishings/Appliance Store Sales

\$580,574,000

Automotive Dealer Sales

\$1,813,970,000

Drug Store Sales

\$313,285,000

Apparel & Accessory Store Sales

\$491,269,000

Building Material & Hardware Store Sales

\$667,578,000

## **FINANCIAL:**

Total Bank Branches

449

Total Savings and Loan Branches

324

Total Bank Deposits (1982)

\$9,158,657,000

Total Savings and Loan Deposits (1982)

\$7,677,327,000

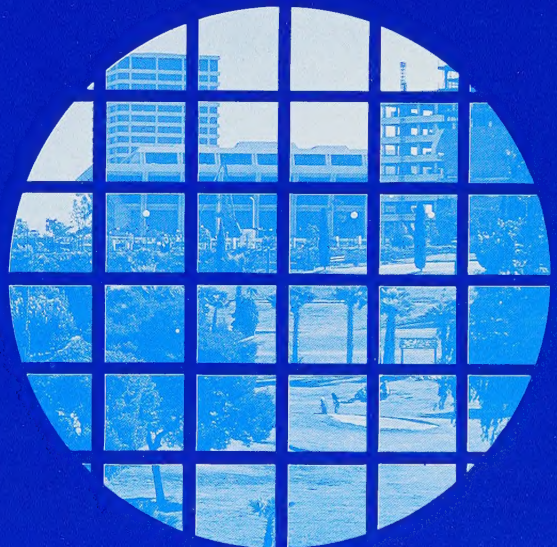


# Y AT-A-GLANCE

## EMPLOYMENT AND INDUSTRY:

Resident Labor Force (December, 1982)	1,227,700
Resident Employment (December, 1982)	1,131,200
Unemployment Rate (December, 1982)	7.9%
Employment:	
December, 1982: Agriculture	5,000 (0.6%)
Mining	2,500 (0.3%)
Construction	40,400 (4.7%)
Manufacturing	211,500 (24.3%)
Aerospace Manufacturing	73,800 (8.5%)
Transportation/Public Utilities	28,900 (3.3%)
Trade (Retail & Wholesale)	223,000 (25.7%)
Finance, Insurance & Real Estate	61,000 (7.0%)
Services	190,600 (21.9%)
Government	105,700 (12.2%)

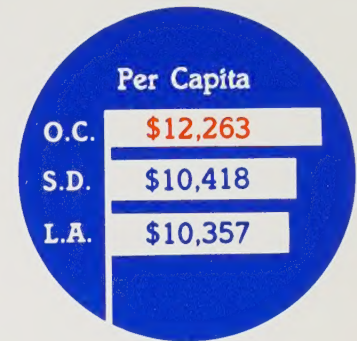
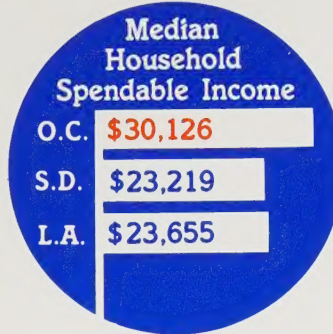
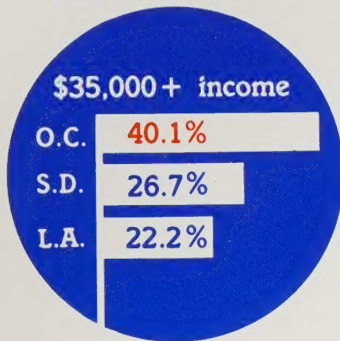
Source: Sales and Marketing Management, 1983, Survey of Buying Power Data Service; Orange County Employment Development Department; Federal Deposit Insurance Corporation, 1982; Federal Savings & Loan Insurance Corporation, 1982, U.S. Department of Commerce.



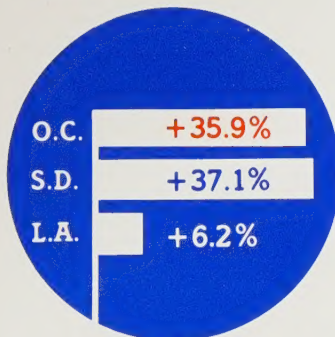


## EXPANDING, GROWING, WEALTHIER, MORE FREE-SPENDING THAN LOS ANGELES OR SAN DIEGO COUNTIES

### Buying Power



### Population Growth



### Spending Power



## MARKET COMPARISON: ORANGE COUNTY VS. LOS ANGELES AND SAN DIEGO

Source: Sales & Marketing Management, 1983 Survey of Buying Power.

## MORE NEW POPULATION IN THE LAST DECADE THAN ANY OTHER SOUTHERN CALIFORNIA COUNTY


SOUTHERN CALIFORNIA COUNTIES	POPULATION		NUMERICAL GROWTH	% GROWTH
	1970	1980		
Orange County	1,421,233	1,931,570	510,337	35.9%
San Diego	1,357,854	1,861,846	503,992	37.1%
Los Angeles	7,041,980	7,477,657	435,677	6.2%
San Bernardino	682,233	893,157	210,924	30.9%
Riverside	456,916	663,923	207,007	45.3%
Ventura	378,497	529,889	151,392	40.0%
Santa Barbara	264,324	298,660	34,336	13.0%
Imperial	74,492	92,110	17,618	23.7%
Total Southern California	11,677,529	13,748,812	2,071,283	17.7%

## SOUTHERN CALIFORNIA COUNTIES' POPULATION GROWTH: 1970 - 1980

Source: U.S. Census Bureau



## AN ECONOMY THAT WOULD RANK 46TH AMONG THE NATIONS OF THE WORLD

RANK	NATION	1979 GROSS NATIONAL PRODUCTS (IN MILLIONS)	
			
40	Taiwan		\$31,440
41	Iraq		30,430
42	Algeria		28,940
43	Phillipines		28,110
44	Thailand		26,920
45	Colombia		26,390
	<b>Orange County, California</b>		<b>24,750</b>
46	Libya		23,390
47	Kuwait		21,870
48	Portugal		21,300
49	Pakistan		20,990
50	North Korea		19,720
51	New Zealand		19,190
52	Hong Kong		18,690
53	Egypt		18,600
54	Chile		18,440
55	Malaysia		17,960
56	Israel		15,710
57	Cuba		13,920

### GROSS REGIONAL PRODUCT OF ORANGE COUNTY COMPARED WITH GROSS NATIONAL PRODUCT OF SELECTED NATIONS

*Source: Figures compiled by Conrad Jamison, Security Pacific National Bank, from the World Bank Atlas and the U.S. Department of Commerce.*



# Metropolitan Area Rankings

## 15TH IN POPULATION

RANK	METROPOLITAN AREA (MSA)	POPULATION
1	New York	8,118,300
2	Los Angeles- Long Beach	7,642,900
3	Chicago	6,029,100
4	Philadelphia	4,685,900
5	Detroit	4,419,800
6	Boston-Lawrence-Salem- Lowell- Brockton	3,656,500
7	Washington, D.C.	3,316,100
8	Houston	3,028,000
9	Nassau-Suffolk	2,637,400
10	Atlanta	2,262,400
11	Baltimore	2,223,800
12	Minneapolis-St. Paul	2,193,600
13	Pittsburgh	2,181,900
14	Dallas	2,090,800
15	Orange County, CA	2,089,600
16	San Diego	1,996,400
17	Newark	1,864,600
18	Cleveland	1,852,600
19	Oakland	1,813,500
20	St. Louis	1,809,600

## TOP TWENTY U.S. METROPOLITAN AREAS IN POPULATION

Source: Sales and Marketing Management,  
1983 Survey of Buying Power

## 10TH IN BUYING POWER

RANK	METROPOLITAN AREA (MSA)	EFFECTIVE BUYING INCOME (000)
1	New York	\$83,359,852
2	Los Angeles-Long Beach	79,155,146
3	Chicago	64,195,860
4	Philadelphia	46,016,607
5	Detroit	44,397,803
6	Washington D.C.	41,176,028
7	Boston-Lawrence-Salem- Lowell-Brockton	38,301,757
8	Houston	34,768,591
9	Nassau-Suffolk	32,117,345
10	Orange County, CA	25,624,366
11	Minneapolis-St. Paul	23,962,742
12	Dallas	22,941,172
13	Pittsburgh	21,875,246
14	Newark	21,319,306
15	Atlanta	21,313,662
16	Baltimore	21,077,801
17	Oakland	21,053,756
18	San Diego	20,798,958
19	Seattle	19,795,455
20	San Francisco	19,318,206

## TOP TWENTY U.S. METROPOLITAN AREAS IN BUYING POWER

Source: Sales and Marketing Management,  
1983 Survey of Buying Power.



# Metropolitan Area Rankings

## 11th IN DEPARTMENT STORE SALES

RANK	METROPOLITAN AREA (MSA)	1982 DEPARTMENT STORE SALES (000)
1	Los Angeles-Long Beach	\$4,291,194
2	Chicago	3,604,338
3	New York	3,209,082
4	Detroit	2,779,916
5	Houston	2,543,229
6	Washington, D.C.	2,363,107
7	Philadelphia	2,118,787
8	Boston-Lawrence-Salem- Lowell-Brockton	2,008,065
9	Minneapolis-St. Paul	1,803,195
10	Atlanta	1,624,108
11	<b>Orange County, CA.</b>	<b>1,579,254</b>
12	Nassau-Suffolk	1,448,977
13	San Diego	1,431,568
14	Pittsburgh	1,390,800
15	Dallas	1,332,094
16	St. Louis	1,266,109
17	Cleveland	1,253,795
18	Portland	1,226,753
19	Miami-Hialeah	1,148,140
20	Oakland	1,111,971

## TOP TWENTY U.S. METROPOLITAN AREAS IN 1982 DEPARTMENT STORE SALES

Source: U.S. Department of Commerce

## 11TH IN RETAIL SALES

RANK	METROPOLITAN AREA (MSA)	TOTAL RETAIL SALES (000)
1	Los Angeles-Long Beach	\$37,921,927
2	New York	30,606,626
3	Chicago	29,341,451
4	Detroit	22,780,323
5	Philadelphia	20,733,410
6	Houston	19,664,925
7	Boston-Lawrence-Salem- Lowell-Brockton	19,337,840
8	Washington, D.C.	18,986,853
9	Nassau-Suffolk	14,018,485
10	Dallas	12,849,943
11	<b>Orange County, CA</b>	<b>12,403,895</b>
12	Minneapolis-St. Paul	12,315,187
13	Atlanta	11,509,699
14	Baltimore	10,537,237
15	Pittsburgh	10,211,133
16	Seattle	9,989,758
17	San Diego	9,831,914
18	Miami-Hialeah	9,434,151
19	San Francisco	9,330,836
20	Cleveland	9,177,773

## TOP TWENTY U.S. METROPOLITAN AREAS IN TOTAL RETAIL SALES

Source: Sale and Marketing Management,  
1983 Survey of Buying Power



# Metropolitan Area Rankings

## 10TH IN HOUSEHOLDS WITH INCOME OVER \$35,000

RANK	METROPOLITAN AREA (MSA)	POPULATION	MEDIAN HOUSEHOLD SPENDABLE INCOME	% OF HOUSEHOLDS WITH INCOME \$35,000 +
1	Nassau-Suffolk, NY	2,637,400	\$35,148	50.2%
2	Lake County, IL	457,900	32,901	45.6
3	Anchorage, AL	196,300	32,123	45.1
4	Middlesex-Somerset-Hunterdon, NJ	895,700	32,249	44.0
5	Bridgeport-Stamford-Norwalk-Danbury, CT	813,200	31,522	43.9
6	Midland, TX	90,600	30,364	41.2
7	San Jose, CA	1,371,300	30,570	40.7
8	Washington, D.C.	3,316,100	30,108	40.5
9	Bergen-Passaic, NJ	1,277,800	30,007	40.3
10	Orange County, CA	2,089,600	30,126	40.1
11	Brazoria, TX	190,900	30,942	39.6
12	Richland-Kennewick-Pasco, WA	159,400	29,740	38.6
13	Newark, NJ	1,864,600	28,638	38.6
14	Joliet, IL	377,100	30,123	37.2
15	Aurora-Elgin, IL	326,900	29,592	37.1
16	Poughkeepsie, NY	254,100	29,038	37.1
17	Honolulu, HI	792,000	28,027	37.0
18	Oxnard-Ventura, CA	578,100	28,510	36.3
19	Casper, WY	78,800	29,008	35.6
20	Houston, TX	3,028,000	27,689	35.3

## TOP TWENTY U.S. METROPOLITAN AREAS IN MEDIAN HOUSEHOLD SPENDABLE INCOME

Source: Sales and Marketing Management 1983 Survey of Buying Power



# County Rankings

## 6TH IN POPULATION

RANK	COUNTY	POPULATION
1	Los Angeles, CA	7,642,900
2	Cook (Chicago), IL	5,165,200
3	Harris (Houston), TX	2,635,200
4	Wayne (Detroit), MI	2,231,500
5	Kings (New York), NY	2,120,700
6	<b>Orange County, CA</b>	<b>2,089,600</b>
7	San Diego, CA	1,996,400
8	Queens (New York), NY	1,901,600
9	Dade (Miami), FL	1,768,000
10	Maricopa (Phoenix), AZ	1,652,800
11	Dallas, TX	1,629,300
12	Philadelphia, PA	1,608,200
13	Cuyahoga (Cleveland), OH	1,436,300
14	New York (Manhattan), NY	1,428,900
15	Allegheny (Pittsburgh), PA	1,407,400
16	Santa Clara (San Jose), CA	1,371,300
17	Middlesex (Boston), MA	1,359,600
18	Suffolk, NY	1,331,200
19	Nassau, NY	1,306,200
20	King (Seattle), WA	1,300,200

## TOP TWENTY COUNTIES IN THE U.S. IN POPULATION

Source: Sales & Marketing Management  
1983 Survey of Buying Power

## 4TH IN RETAIL SALES

RANK	COUNTY	1982 RETAIL SALES (000)
1	Los Angeles, CA	\$37,921,927
2	Cook (Chicago), IL	24,032,004
3	Harris (Houston), TX	18,111,229
4	<b>Orange County, CA</b>	<b>12,403,895</b>
5	Dallas, TX	11,234,280
6	New York (Manhattan), NY	10,827,773
7	Wayne (Detroit), MI	10,331,026
8	San Diego, CA	9,831,914
9	Dade (Miami), FL	9,434,151
10	Nassau, NY	8,556,698
11	King (Seattle), WA	8,108,229
12	Santa Clara, CA	8,035,945
13	Maricopa (Phoenix), AZ	7,631,314
14	Cuyahoga (Cleveland), OH	7,254,633
15	Middlesex (Boston), MA	7,064,505
16	Allegheny (Pittsburgh), PA	6,948,475
17	Broward (Ft. Lauderdale), FL	6,789,624
18	Oakland (Detroit), MI	6,588,580
19	Hennepin (Minneapolis), MN	6,396,123
20	St. Louis, MO	5,867,824

## TOP TWENTY COUNTIES IN THE U.S. IN 1982 RETAIL SALES

Source: Sales & Marketing Management,  
1983 Survey of Buying Power



## ORANGE COUNTY (MSA), 15TH IN POPULATION, RANKS AS HIGH AS 6TH IN IMPORTANT CATEGORIES OF RETAIL SALES

SALES CATEGORY	TOTAL SALES(000)	RANK AMONG METROPOLITAN AREAS
Food Store Sales	\$2,802,176	10
Restaurant Sales	1,357,780	11
General Merchandise	1,674,836	11
Furniture/Home Furnishings	580,574	12
Automotive Dealers	1,813,970	13
Apparel & Accessories	491,269	14
Building Materials & Hardware	667,578	6

## RETAIL SALES BY STORE GROUP AND NATIONAL RANKINGS FOR ORANGE COUNTY

Source: Sales & Marketing Management, 1983 Survey of Buying Power

## WHEN IT COMES TO RETAIL PURCHASES, ORANGE COUNTY PEOPLE OUTSPEND OTHER CALIFORNIANS BY A WIDE MARGIN



Groceries



Health & Beauty Aids



Major Household  
Appliances



Furniture



Apparel

## PER CAPITA RETAIL SALES BY MERCHANDISE LINES

Source: Sales & Marketing Management, 1983 Survey of Buying Power.

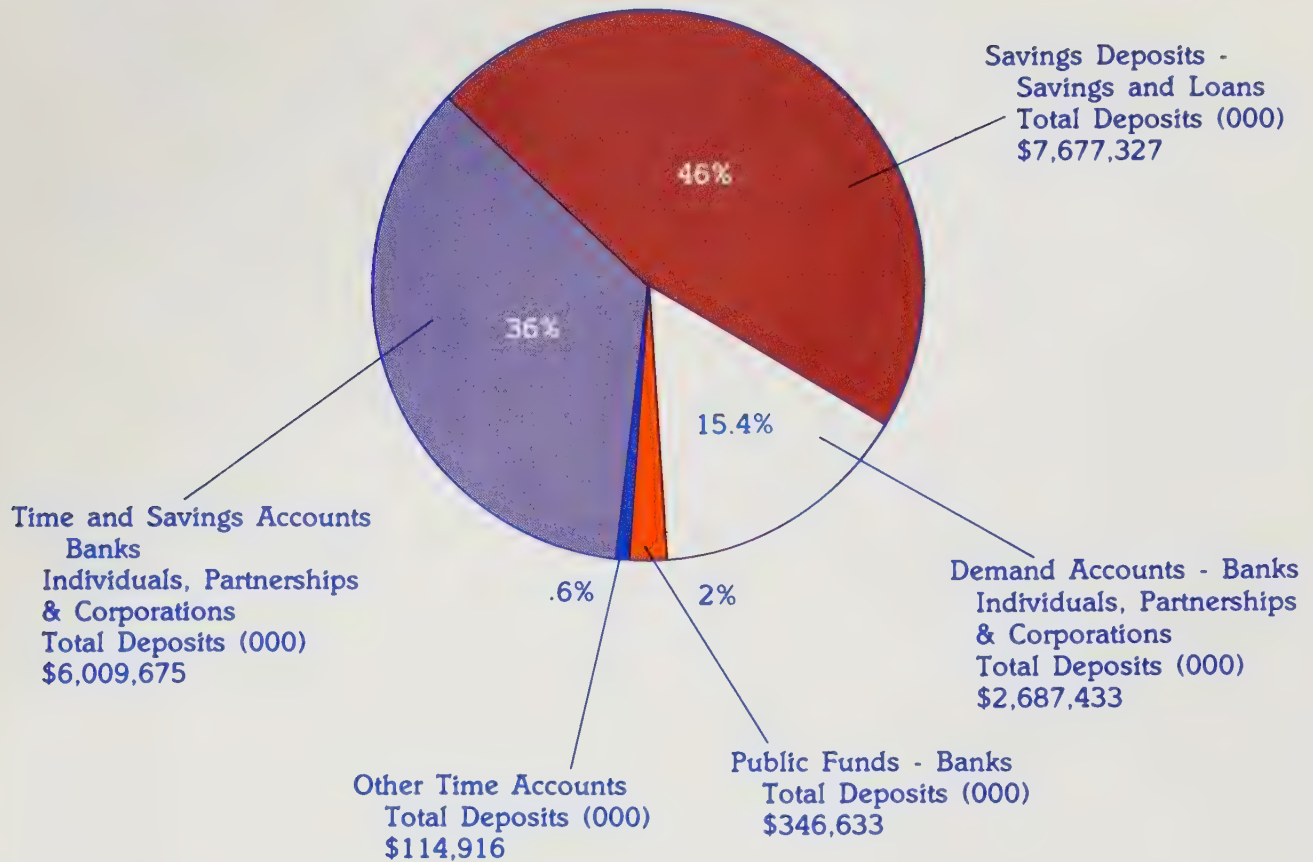


# FINANCIAL





## TOTAL DEPOSITS \$16.8 BILLION

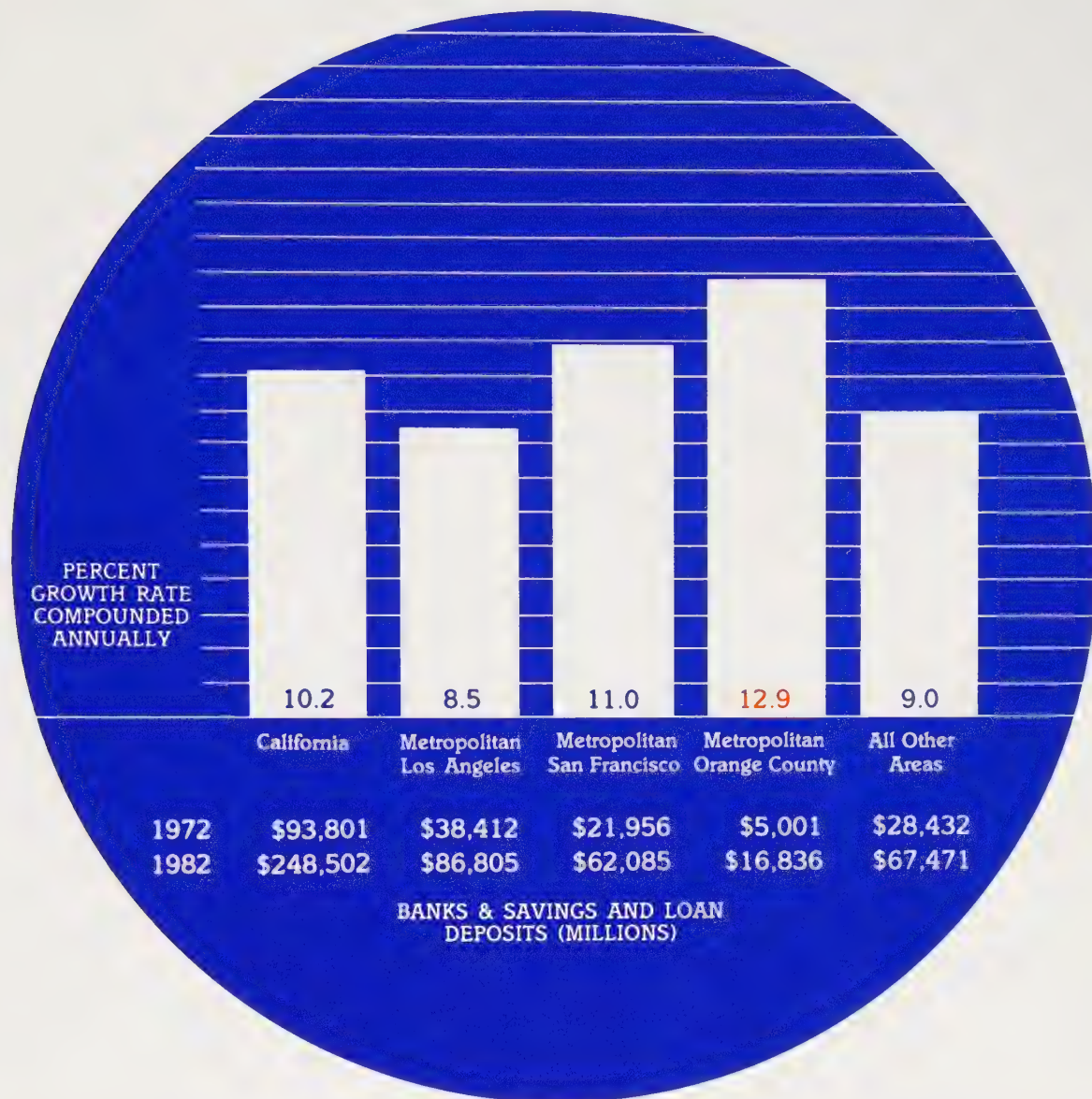


## SUMMARY OF BANK AND SAVINGS AND LOAN DEPOSITS FOR ORANGE COUNTY, CALIFORNIA

Source: FSLIC; FDIC. Data for banks as of June 30, 1982; for Savings and Loans as of September 30, 1982.



## ORANGE COUNTY SAVINGS DEPOSITS ARE GROWING FASTER THAN ANY OTHER MAJOR AREA OF CALIFORNIA



## GROWTH IN BANK AND SAVINGS AND LOAN DEPOSITS IN CALIFORNIA

Source: Federal Savings and Loan Insurance Corp.; Federal Deposit Insurance Corp.



## 16th IN BANK AND SAVINGS & LOAN DEPOSITS

RANK	METROPOLITAN AREA	TOTAL DEPOSITS (000)
1	New York	\$161,663,839
2	Chicago	92,548,492
3	Los Angeles-Long Beach	86,804,895
4	San Francisco-Oakland	62,085,141
5	Houston	36,329,274
6	Dallas-Ft. Worth	35,498,391
7	Detroit	32,193,019
8	Philadelphia	31,159,929
9	Pittsburgh	23,863,331
10	Washington, D.C.	22,064,576
11	St. Louis	21,916,360
12	Minneapolis-St. Paul	19,901,829
13	Miami	19,848,596
14	Cleveland	19,343,032
15	Boston	18,048,537
16	Orange County, CA	16,835,984
17	Nassau-Suffolk	16,784,844
18	San Diego	15,967,808
19	Newark	15,951,096
20	Tampa-St. Petersburg	15,374,809

## TOP TWENTY METROPOLITAN AREAS IN THE UNITED STATES IN BANK AND SAVINGS AND LOAN DEPOSITS

Source: FDIC, Bank Deposits as of 6/30/82

FSLIC, Savings & Loan Deposits as of 9/30/82



## 74 BANKS WITH 443 BRANCH OFFICES \$9 BILLION ON DEPOSIT

BANK	# BRANCHES	DEPOSITS (000)	BANK	# BRANCHES	DEPOSITS (000)
Bank of America	91	\$ 2,053,827	Southwest Bank	3	\$ 32,781
Security Pacific National Bank	64	1,412,390	Landmark Bank	3	32,607
First Interstate Bank	37	875,250	Golden State Sanwa Bank	5	29,871
Wells Fargo	33	572,016	Garden Grove Community Bank	1	26,884
Crocker National Bank	26	404,269	Orange National Bank	1	26,871
Union Bank	4	311,142	Southern California Bank	4	23,394
California First Bank	20	286,440	Western National Bank	1	21,892
Heritage Bank	8	246,468	American City Bank	1	21,812
Lloyds Bank of California	14	237,535	Anaheim National Bank	1	21,430
Imperial Bank	4	196,985	Tokai Bank of California	2	19,899
Bank of Newport	3	191,435	Town & Country Bank	1	18,669
Westlands Bank	1	191,145	Marine National Bank	1	18,568
Valencia Bank	8	151,163	Coast Bank	2	16,938
Barclays Bank of California	10	127,425	Monarch Bank	1	16,742
Sunwest Bank	5	127,190	Republic Bank	1	15,948
Sumitomo Bank of California	8	110,699	Pacific National Bank	1	15,868
Eldorado Bank	4	96,805	Far Western Bank	1	14,682
International Central Bank	1	92,385	The Bank of California	1	14,134
El Camino Bank	4	81,636	Pioneer National Bank	1	13,758
California Canadian Bank	3	66,698	Harbor Bank	2	13,556
Mitsui Manufacturers Bank	1	62,916	Mission Viejo National Bank	1	13,018
Commerce Bank	2	61,588	Bank of Westminster	1	11,504
Mitsubishi Bank Of California	5	60,935	Liberty National Bank	1	11,314
Capistrano National Bank	4	60,023	Laguna National Bank & Trust	1	9,356
American State Bank	2	59,280	Bank of Yorba Linda	1	8,886
South Coast Bank	3	56,241	Laguna Bank, N.A.	1	8,855
Citizens Bank of Costa Mesa	3	54,653	Pan American Bank of Los Angeles	1	8,194
Bank of Irvine	5	53,944	Toronto Dominion Bank of Calif.	1	8,075
Community Bank	2	47,870	Capital Bank	2	7,984
Newport Harbour National Bank	1	42,601	Founders National Bank	1	5,827
City National Bank	3	42,268	California Korea Bank	1	4,888
Bank of San Clemente	2	41,940	Huntington National Bank	1	4,532
Bank of Farmers & Merchants	3	39,705	Cerritos Valley Bank	1	4,448
Bank of Orange County	1	37,381	Mechanics National Bank	1	3,119
Home Bank	4	36,144	Garfield Bank	1	3,051
Orange City Bank	2	35,046	Bank of the West	1	2,188
			First Los Angeles Bank	1	932
			Great American Bank	1	744

### BANK DEPOSITS IN ORANGE COUNTY - TOTAL DEPOSITS BY BANK

Source: FDIC, Bank Deposits as of 6/30/82



## 4TH AMONG MAJOR MARKETS IN STOCK OWNERSHIP

RANK	METROPOLITAN AREAS	PERCENT OF POPULATION OWNING STOCKS
1	Washington, D.C.	24.1%
2	San Jose, CA	22.4
3	San Francisco-Oakland	20.7
<b>4</b>	<b>Orange County, CA</b>	<b>19.3</b>
5	Chicago	19.1

## TOP FIVE U.S. METROPOLITAN AREAS IN PERCENT OF POPULATION OWNING STOCKS

## 12TH IN NUMBER OF SHAREHOLDERS

RANK	METROPOLITAN AREAS	NUMBER OF SHAREHOLDERS
1	New York	1,672,000
2	Chicago	1,335,000
3	Los Angeles	1,221,000
4	Detroit	811,000
5	Washington, D.C.	754,000
6	Philadelphia	710,000
7	Boston	700,000
8	San Francisco-Oakland	667,000
9	Houston	480,000
10	Nassau-Suffolk	472,000
11	Dallas-Fort Worth	452,000
<b>12</b>	<b>Orange County</b>	<b>370,000</b>
13	St. Louis	359,000
14	Cleveland	331,000
15	Minneapolis-St. Paul	325,000
16	Newark	313,000
17	Pittsburgh	297,000
18	Atlanta	297,000
19	Baltimore	288,000
20	San Jose	282,000

## TOP TWENTY U.S. METROPOLITAN AREAS IN NUMBER OF STOCK OWNERS

Source: New York Stock Exchange

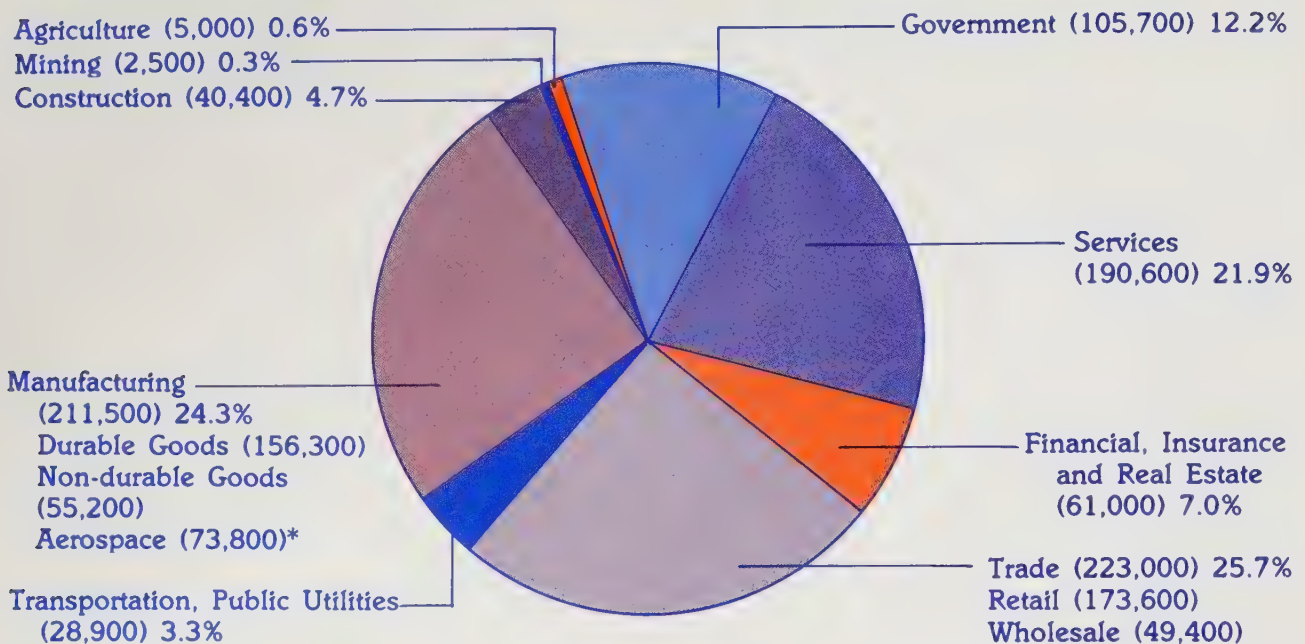


# INDUSTRY & EMPLOYMENT





## A BALANCED ECONOMY IS REFLECTED BY A BALANCED EMPLOYMENT PICTURE



\*Included in durable goods, employment.

### ORANGE COUNTY EMPLOYMENT BY INDUSTRY

Source: Orange County Employment Development Department, December 1983.

## MORE THAN 41,000 FIRMS AND GROWING DAILY

INDUSTRY	NUMBER OF FIRMS
Agriculture	900
Mining	102
Construction	3,436
Manufacturing	4,610
Durable Goods	3,098
Non-durable Goods	1,512
Aerospace	638*
Transportation, Public Utilities	1,010
Trade	11,219
Retail	7,418
Wholesale	3,801
Financial, Insurance and Real Estate	3,611
Services	15,561
Government	579
Other	337
<b>Total Firms</b>	<b>41,365</b>

\*Included in durable goods firms.

### NUMBER OF FIRMS BY INDUSTRY IN ORANGE COUNTY

Source: Orange County Employment Development Department;  
Data as of September, 1983, latest figures available.



## \$13.1 BILLION IN MANUFACTURED GOODS SHIPPED

	TOTAL EMPLOYMENT	TOTAL SHIPMENTS (MILLIONS)	% OF TOTAL U.S. SHIPMENTS	RANK AMONG U.S. COUNTIES
Aircraft Equipment	6,745	\$531.4	5.2%	6
Boat Rebuilding & Repairing	1,147	36.0	3.0	3
Bolts, Nuts, Rivets & Washers	1,838	115.0	2.7	7
Electronic Computing Equip.	16,508	1,606.5	5.6	4
Electronic Connectors	2,061	203.7	8.5	3
Industrial Control Instru.	1,538	77.2	2.0	10
Miscellaneous Plastics Prod.	6,108	382.9	1.4	3
Mobile Homes	1,489	100.8	2.9	3
Musical Instru. & Parts	1,090	48.3	4.1	3
Oil Field Machinery	2,020	262.8	3.3	7
Pharmaceutical Preparations	1,875	260.3	1.5	18
Radio & TV Com. Equip.	15,724	1,643.8	5.6	2
Sporting & Athletic Goods	2,303	116.3	3.9	1
Surgical Appl. & Supplies	2,180	142.3	3.4	4
Transmitting Electron Tubes	1,039	68.6	10.0	2
Travel Trailers & Campers	1,405	26.6	4.9	3

List above includes 42% of Orange County's \$13.1 Billion Total Manufacturing shipments.

## VALUE OF SHIPMENTS OF MANUFACTURED GOODS FROM ORANGE COUNTY, CALIFORNIA

Source: S & MM 1983 Survey of Industrial & Commercial Buying Power



## 60 FIRMS EMPLOY MORE THAN 1,000 PEOPLE EACH

### EMPLOYING 1,000 TO 2,000 PERSONS

Allergan Pharmaceuticals  
Allstate Insurance Co.  
American Edwards Laboratories  
American McGaw  
Anaheim Memorial Hospital  
Avco Financial Services, Inc.  
Basic Four/MAI Information Systems  
Bullocks Dept. Store  
Burroughs Corp. - System Products  
California Computer Products, Inc.  
Denny's, Inc.  
Disneyland Hotel - Div. of Wrather Corp.  
Ford Aerospace and Communications Corp.  
- DIVAD Div.  
Fountain Valley Community Hospital  
Gemco Membership Dept. Stores  
General Telephone Co.  
Harte-Hanks Communications  
Hoag Memorial Hospital Presbyterian  
Hughes Aircraft Co. Solid State Products Div.  
Hunt-Wesson Foods, Inc.  
Interstate Electronics Corp.  
Kwikset-Division of Emhart Industries, Inc.  
Los Angeles Times-Orange County Edition  
Mervyn's  
Montgomery Ward  
Northrop Corp.-Electro Mechanical Div.  
Pacific Mutual Life Insurance  
Parker Hannifin Corp.  
Professional Community Management  
The Register  
Saint Joseph Hospital  
Shiley, Inc.  
Smith Tool-Division of Smith International, Inc.  
Southern California Edison Co.  
Spires Restaurants, Inc.  
State Farm Insurance Companies  
United Parcel Service, Inc.  
Van Doren Rubber Co.  
Vons Grocery Co.  
Walker & Lee Real Estate  
Western Medical Center  
Xerox Corp.

### EMPLOYING 2,000 TO 3,500 PERSONS

Albertson's  
Bank of America  
Far West Services  
ITT Cannon Electric  
Carl Karcher Enterprises (Carl's Junior)  
Smith International, Inc.

### EMPLOYING 3,500 TO 5,000 PERSONS

Fluor Corp.  
Ford Aerospace and Communications  
Lucky Stores  
Ralphs Grocery Co.  
Sears, Roebuck & Co.

### EMPLOYING OVER 5,000 PERSONS

Alpha Beta Co.  
Beckman Instruments, Inc.  
Disneyland  
Hughes Aircraft Co.  
McDonnell Douglas Astronautics  
Pacific Telephone  
Rockwell International

## MAJOR FIRMS EMPLOYING OVER 1,000 PERSONS IN ORANGE COUNTY

Source: Orange County Employment Development Department, December 1983.



# RETAIL



**FROM JC PENNEY TO  
NEIMAN-MARCUS, 15 MAJOR  
DEPARTMENT STORES  
CONSIDER ORANGE COUNTY  
PRIME TERRITORY**

STORE	NUMBER OF OUTLETS
JC Penney	7
Sears	6
May Company	6
The Broadway	6
Mervyn's	6
Buffums	5
Montgomery Ward	5
Bullock's	4
Robinson's	4
Nordstrom	2
I. Magnin	2
Neiman-Marcus	1
Saks Fifth Avenue	1
Bullock's Wilshire	1
Joseph Magnin	1

**MAJOR DEPARTMENT AND  
SPECIALTY STORES IN  
ORANGE COUNTY**

**33 DISCOUNT STORES  
AND ROOM FOR MORE**

STORE	NUMBER OF OUTLETS
K mart	13
Gemco	7
Zody's	5
Target	4
Newberry's	3
Fedco	1

**MAJOR DISCOUNT CHAINS  
IN ORANGE COUNTY**



## ONE OF THE MOST COMPETITIVE GROCERY MARKETS IN THE WORLD

STORE	NUMBER OF OUTLETS
Alpha Beta	44
Ralphs	30
Lucky Stores	29
Safeway	27
Albertson's	25
Vons	23
Stater Brothers	16
El Rancho/Hughes	9
Gemco Foods	7
The Pantry	5
Smiths Food King	5

## MAJOR GROCERY CHAINS IN ORANGE COUNTY

## 15 REGIONAL SHOPPING CENTERS WITH OVER 15 MILLION SQUARE FEET OF MERCHANDISE

CENTER	NUMBER OF TENANTS	RETAIL TRADING AREA*
South Coast Plaza	190	2,000,000
Westminster Mall	190	1,200,000
Buena Park Mall	140	1,145,000
Fashion Island	70	1,171,000
Mission Viejo Mall	124	1,000,000
Brea Mall	138	953,800
Anaheim Plaza	78	866,000
Huntington Center	61	856,400
Mall of Orange	97	830,200
Laguna Hills Mall	82	808,200
The City	95	673,000
La Habra Fashion Square	45	565,600
Santa Ana Fashion Square	36	555,900
Orangefair Mall	30	477,400
Honer Plaza	32	375,000

\*Retail trading area in square feet.

## REGIONAL SHOPPING CENTERS IN ORANGE COUNTY





# ORANGE COUNTY REGISTER



## THE REGISTER: 6TH IN THE U.S.A. IN CLASSIFIED LINAGE; 4TH IN RETAIL LINAGE; 6TH IN TOTAL ADVERTISING LINAGE

### CLASSIFIED ADVERTISING

RANK	NEWSPAPER	LINES (000)
1	Houston Chronicle	62,574
2	Dallas News	42,813
3	Houston Post	36,869
4	San Jose Mercury News	34,080
5	Denver Rocky Mt. News	32,624
6	<b>Orange County Register</b>	<b>32,251</b>
7	Dallas Times Herald	32,180
8	Boston Globe	29,193
9	Washington Post	28,270
10	Atlanta Constitution & Journal & Constitution	26,128

### RETAIL ADVERTISING

RANK	NEWSPAPER	LINES (000)
1	Los Angeles Times	61,105
2	Washington Post	52,549
3	Dallas News	48,513
4	<b>Orange County Register</b>	<b>46,517</b>
5	San Jose Mercury News	45,019
6	Newark Star Ledger	44,213
7	San Diego Tribune & Union	43,721
8	Dallas Times-Herald	43,589
9	Denver Rocky Mt. News	41,502
10	Houston Chronicle	40,637

### TOTAL ADVERTISING

RANK	NEWSPAPER	LINES (000)
1	Houston Chronicle	111,967
2	Los Angeles Times	103,779
3	Dallas News	100,576
4	Washington Post	93,441
5	San Jose Mercury News	89,720
6	<b>Orange County Register</b>	<b>86,663</b>
7	Dallas Times-Herald	83,199
8	Denver Rocky Mt. News	81,879
9	Houston Post	78,553
10	New York Times	78,263

## LEADING U.S. NEWSPAPERS IN FULL-RUN ADVERTISING LINAGE

Source: Media Records Inc., 1983



## 7TH IN FINANCIAL ADVERTISING LINAGE

RANK	NEWSPAPER	1983 FULL-RUN LINAGE
1	Los Angeles Times (m & s)	3,345,000
2	San Francisco Chronicle & Examiner & Chronicle (m & s)	2,084,000
3	San Diego Tribune & Union (e & s)	2,045,000
4	San Jose Mercury News (all day)	1,860,000
5	San Diego Union (m only)	1,636,000
6	San Francisco Examiner (e only)	1,609,000
7	<b>Orange County Register (all day)</b>	<b>1,508,000</b>

## FINANCIAL ADVERTISING LINAGE IN MAJOR CALIFORNIA NEWSPAPERS

## 5TH IN GENERAL ADVERTISING LINAGE

RANK	NEWSPAPER	1983 FULL-RUN LINAGE
1	Los Angeles Times (m & s)	12,095,000
2	San Francisco Chronicle & Examiner & Chronicle (m & s)	6,868,000
3	San Jose Mercury News (all day)	6,332,000
4	San Diego Tribune & Union (e & s)	6,234,000
5	<b>Orange County Register (all day)</b>	<b>5,708,000</b>
6	Oakland Tribune (m & s)	4,085,000
7	Los Angeles Daily News (m & s)	3,858,000

## GENERAL ADVERTISING LINAGE IN MAJOR CALIFORNIA NEWSPAPERS

## 7TH IN AUTOMOTIVE ADVERTISING LINAGE

RANK	NEWSPAPER	1983 FULL-RUN LINAGE
1	San Jose Mercury News (all day)	2,429,000
2	Los Angeles Times (m & s)	1,306,000
3	San Diego Tribune & Union (e & s)	1,175,000
4	San Diego Union (m only)	930,000
5	San Jose News (e only)	871,000
6	Los Angeles Daily News (m & s)	695,000
7	<b>Orange County Register (all day)</b>	<b>679,000</b>

## AUTOMOTIVE ADVERTISING LINAGE IN MAJOR CALIFORNIA NEWSPAPERS

Source: Media Records Inc., 1983

## THE REGISTER: 2ND IN CALIFORNIA IN FULL-RUN FOOD LINAGE

RANK	NEWSPAPER/EDITION	RETAIL FOOD LINAGE	NATIONAL FOOD LINAGE	TOTAL FOOD LINAGE
1	Los Angeles Times (m & S)	4,892,000	495,000	5,387,000
2	Orange County Register (all day)	3,875,000	381,000	4,256,000
3	San Diego Union (m & S)	3,006,000	424,000	3,430,000
4	San Diego Tribune (e only)	2,911,000	393,000	3,304,000
5	San Jose Mercury News (all day)	2,854,000	300,000	3,154,000
6	Los Angeles Daily News (m & S)	2,801,000	277,000	3,078,000
7	Long Beach Press-Telegram (m & S)	2,048,000	293,000	2,341,000
8	Pasadena Star-News (all day)	1,826,000	132,000	1,958,000
9	Los Angeles Herald Examiner (m & S)	1,516,000	161,000	1,677,000
10	Oakland Tribune (m & S)	1,221,000	293,000	1,514,000
TOTALS		26,950,000	3,149,000	30,099,000

## CALIFORNIA'S LEADING NEWSPAPERS IN FULL-RUN FOOD LINAGE CALENDAR YEAR 1983

Source: Media Records Inc., 1983

## THE REGISTER: 2ND IN SOUTHERN CALIFORNIA IN GROCERY LINAGE

	Orange County Register	Los Angeles Times	Los Angeles Herald Examiner	San Diego Union	Los Angeles Daily News
Stater Brothers	697,498	-	-	-	-
Vons	586,867	871,133	367,670	780,208	573,162
Ralphs	485,181	842,632	425,116	305,366	477,023
Albertsons	422,587	335,680	-	-	-
Lucky Stores	304,249	759,836	-	-	166,628
Safeway	264,934	661,862	176,400	531,905	130,731
Hughes/El Rancho	207,190	315,353	123,360	-	211,708
Alpha Beta	158,892	173,821	147,168	210,899	153,940
Pantry	104,468	-	-	-	-
Gemco Supermarkets	96,157	117,263	-	-	127,574
Smiths Food King	89,844	132,739	-	-	85,841
Thriftmart	84,768	119,487	209,901	-	80,300
Other Chain Stores	72,929	368,342	59,232	1,177,598	316,824
TOTALS:	3,575,564	4,698,148	1,508,847	3,005,976	2,323,731

## GROCERY CHAIN LINAGE IN MAJOR SOUTHERN CALIFORNIA NEWSPAPERS

Source: Media Records Inc., 1983



# THE REGISTER: IN THE U.S., 5TH IN COLOR LINAGE



## THE SECOND LARGEST DAILY NEWSPAPER BUY IN SOUTHERN CALIFORNIA

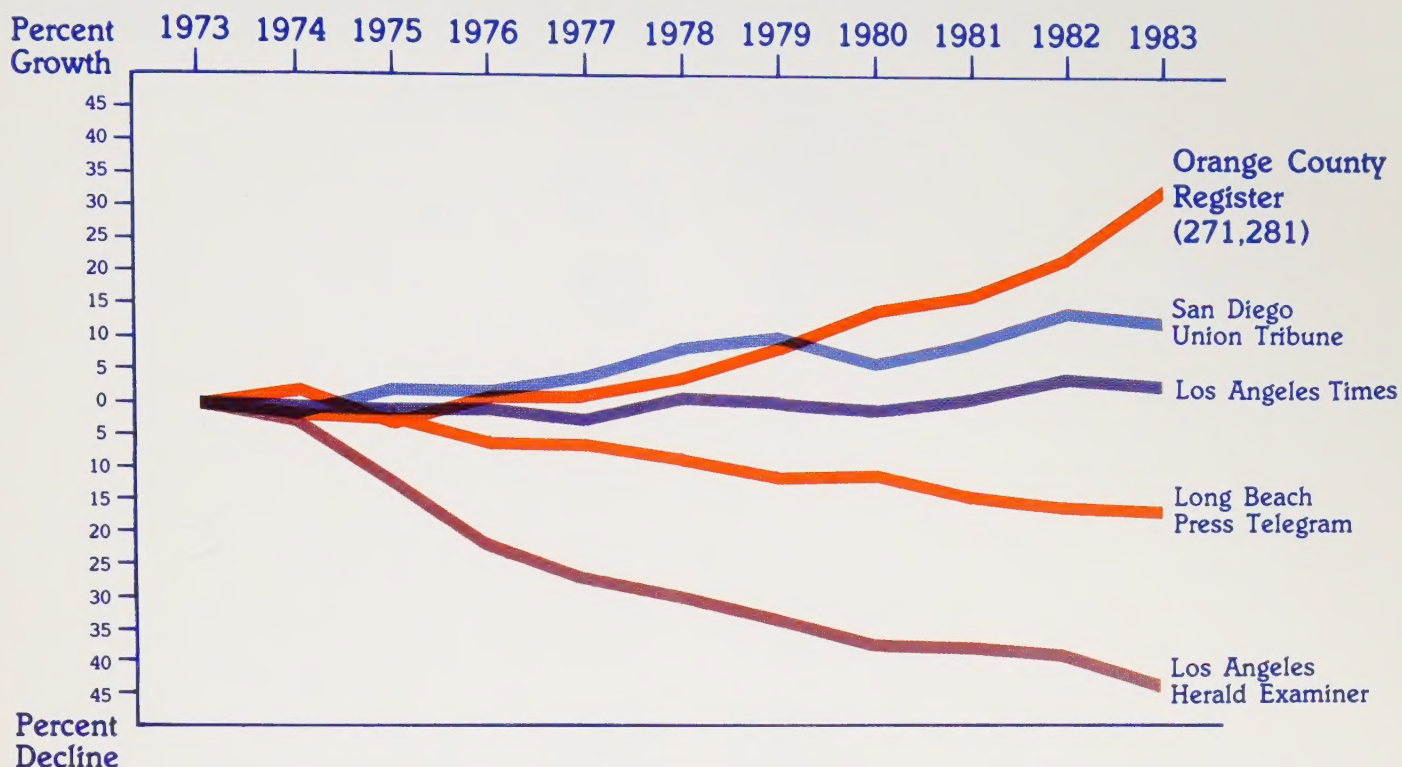
NEWSPAPER	TOTAL CIRCULATION		CIRCULATION IN ORANGE COUNTY	
	DAILY	SUNDAY	DAILY	SUNDAY
Los Angeles Times (m & s)	1,038,499	1,294,274	161,143	205,670
<b>ORANGE COUNTY REGISTER (all day)</b>	<b>271,281</b>	<b>302,808</b>	<b>255,638</b>	<b>283,879</b>
Los Angeles Herald Examiner (m & s)	266,102	289,969	15,874	16,068
San Diego Tribune & Union (e & s)	217,877	341,478	—	—
Los Angeles Daily News (m & s)	133,672	149,503	—	—
San Diego Union (m only)	127,101	—	—	—
South Bay Daily Breeze (e & s)	86,041	101,854	—	—
Riverside Press-Enterprise (m & s)	77,296	117,056	29	44
San Bernardino Sun (m & s)	76,731	81,532	—	—
Long Beach Press-Telegram (m & s)	71,433	137,783	5,012	6,236
Long Beach Press-Telegram (e only)	58,829	—	839	—
San Gabriel Valley Tribune (m & s)	58,493	71,135	222	106
Pasadena Star-News (m & s)	44,381	42,983	975	503
Ventura Star Free Press (e & s)	42,332	45,403	—	—
Pomona Progress Bulletin (e & s)	40,991	42,855	—	—
Orange Coast Daily Pilot (e & s)	32,319	32,200	31,726	31,594

## CIRCULATION OF SOUTHERN CALIFORNIA'S MAJOR NEWSPAPERS

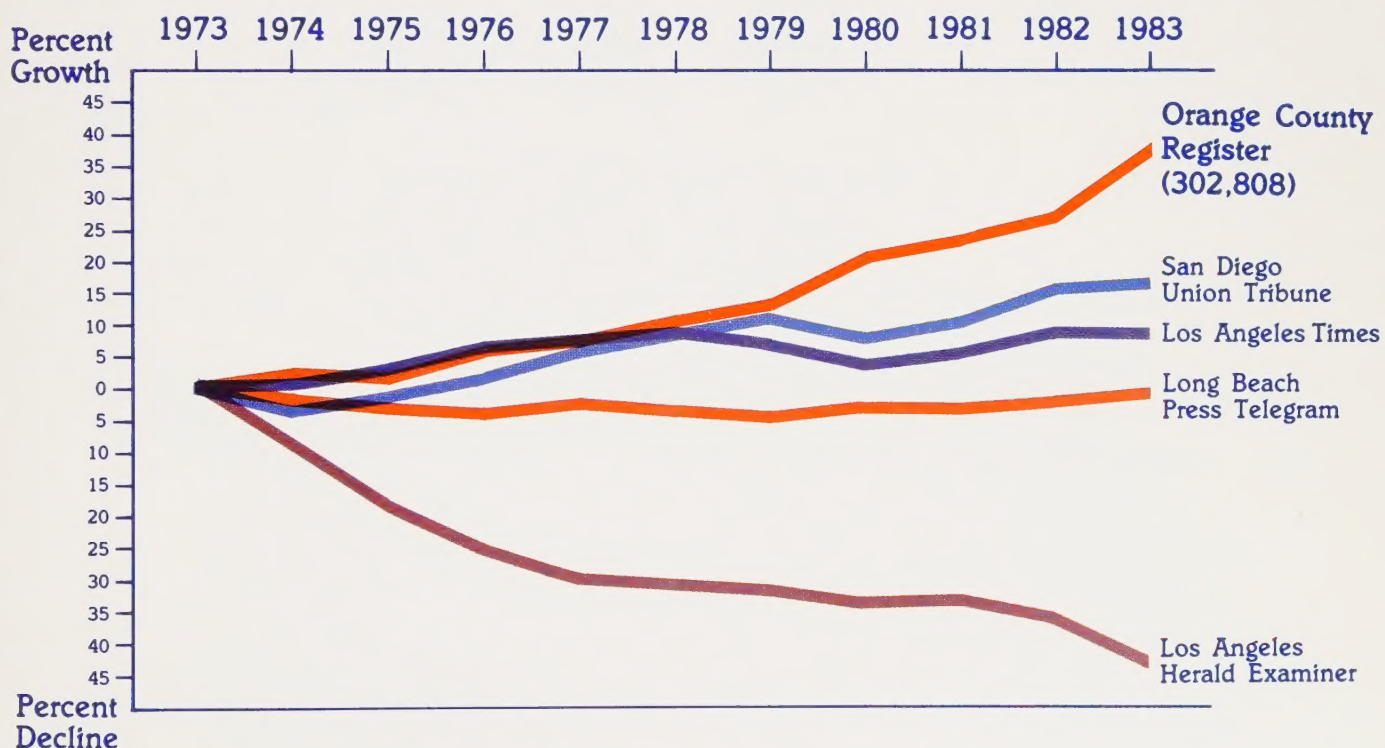
*Source: Net paid total circulation from ABC Publishers Statements, 9/30/83. Orange County circulation for the Orange County MetroGroup, Los Angeles Times, and Orange Coast Daily Pilot from ABC Publishers Statements, 9/30/83. All others from ABC Audit Reports 3/31/83.*



## PERCENT GROWTH IN DAILY CIRCULATION OF MAJOR NEWSPAPERS IN SOUTHERN CALIFORNIA SEPTEMBER 1973 - 1983



## PERCENT GROWTH IN SUNDAY CIRCULATION OF MAJOR NEWSPAPERS IN SOUTHERN CALIFORNIA SEPTEMBER 1973 - 1983



Source: ABC Publisher's Statements, September 30, 1973-83

## THE ORANGE COUNTY REGISTER

### MORE PENETRATION THAN ANY OTHER PAPER

	Orange County Profile	Daily The Register	Sunday The Register
Total Adults	1,556,900	544,800	602,600
	100.0%	100.0%	100.0%
Adult Men	48.6%	49.2%	47.1%
Adult Women	51.4%	50.8%	52.9%
Age:			
18-24 years	20.7%	19.5%	23.0%
25-44 years	42.0%	41.5%	43.7%
45-64 years	26.2%	31.2%	26.1%
65 and over	11.1%	7.8%	7.2%
Employment:			
Full-time	53.7%	57.1%	59.1%
Part-time	9.9%	8.3%	7.8%
Homemaker	12.9%	16.9%	15.8%
Household Income:			
\$50,000 or more	22.7%	27.4%	26.0%
\$35,000 or more	40.4%	41.6%	41.4%
\$25,000 - \$34,999	21.3%	21.7%	22.1%
\$20,000 - \$24,999	14.3%	12.6%	12.4%
Under \$20,000	24.2%	24.1%	24.1%
Household Size:			
One or two persons	38.7%	33.8%	31.9%
Three persons	21.8%	21.8%	23.8%
Four or more persons	39.5%	44.4%	44.3%
Presence of Children by Age:			
12-17 years	19.5%	21.7%	23.2%
6-11 years	16.0%	16.4%	17.9%
2-5 years	12.4%	13.8%	11.7%
Under 2 years	9.5%	9.8%	8.5%

## THE ORANGE COUNTY REGISTER MARKET COMPOSITION

Source: Scarborough Research Corporation, 1983





	<b>Daily</b> The Register	<b>Sunday</b> The Register
<b>Total Adults</b>	<b>544,800</b>	<b>602,600</b>
	<b>35.0%</b>	<b>38.7%</b>
<b>Adult Men</b>	<b>35.4%</b>	<b>37.5%</b>
<b>Adult Women</b>	<b>34.6%</b>	<b>39.8%</b>
<b>Age:</b>		
18-24 years	33.0%	43.0%
25-44 years	34.6%	40.3%
45-64 years	41.6%	38.6%
65 and over	24.7%	25.1%
<b>Employment:</b>		
Full-time	37.2%	42.6%
Part-time	29.5%	30.7%
Homemaker	46.1%	47.7%
<b>Household Income:</b>		
\$50,000 or more	42.2%	44.2%
\$35,000 or more	36.1%	39.7%
\$25,000 - \$34,999	35.6%	40.3%
\$20,000 - \$24,999	31.0%	33.6%
Under \$20,000	35.0%	38.7%
<b>Household Size:</b>		
One or two persons	30.6%	31.9%
Three persons	34.9%	42.2%
Four or more persons	39.4%	43.4%
<b>Presence of Children</b>		
<b>by Age:</b>		
12-17 years	38.9%	46.0%
6-11 years	35.8%	43.4%
2-5 years	38.9%	36.6%
Under 2 years	36.2%	35.0%

## THE ORANGE COUNTY REGISTER MARKET COVERAGE

Source: Scarborough Research Corporation, 1983



# The Register

Bringing the best of Orange County to you.

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